

Chairman Powell and members of the commission,

If, as the chairman said recently in an interview, the main broadcast corporations are finding it difficult to compete with cable and other media it is merely the market doing its work. It is clearly time for the major networks to step aside and give the viewing public what it wants enough to pay for rather than get for free: more viewing choices.

In that case, the public interest is best served by reducing the number of stations that can be owned by an individual entity, and reducing the cost to license such a station, thus encouraging more and newer players in the broadcast market.

While the logic of consolidation is to leverage a broader base, the other inevitable result is to fit the product to that same wide base, an effect which typically reduces quality.

On the other hand, local broadcasters beholden only to their own markets can produce higher quality material where that is demanded without fear of it being unprofitable elsewhere.

I urge you to oppose any rules changes which might allow further broadcast consolidation.